

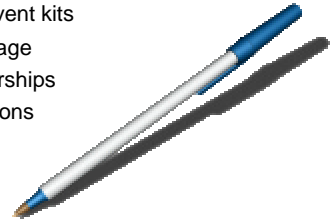
We Must Develop Marketing Partnerships

- Branded manufacturers
- Growers/shippers
- Medical programs/organizations
- Commodity groups
- Related organizations



The Plan

- Conduct semi-annual statewide promotions with new regional pilot activities
- Expand promotional/resource materials
- Offer monthly event kits
- Enhance web page
- Increase partnerships
- Expand evaluations



We Also Need to Consider

- Varied retailer knowledge and awareness
- Educating consumers
- Consumer demographics
- Providing materials that are kid-friendly
- Tying promotions to consumer trends
- Making materials bilingual
- Benchmarking performance

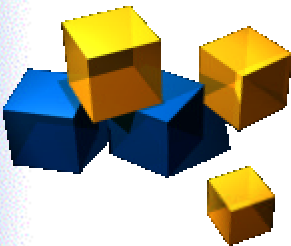
Thus, we...

Semi-Annual Promotions

Spring/Summer (May - July)
Fall/Winter (September - November)



Need To Rebuild



Statewide Activities

Redesigned POS Signage
Expanded Promotional/Resource Materials
Expanded Web Page
Media and Public Relations Activities



Regional Activities

Monterey Bay/Silicon valley, Fresno and San Diego

Redesigned POS Signage with Hardware
Expanded Promotional/Resource Materials
Expanded Web Page
Enhanced In-Store Food Demonstrations
Radio Remote Broadcasts
Media and Public Relations Activities

Redesigned POS Signage

- Professionally designed
- New seasonal colors
 - Spring/Summer palette
 - Fall/Winter palette
- Photographs
 - People performing the behavior
 - Happy, healthy and confident
- Personalized for each store
 - "Save-Mart supports the *California 5 a Day Campaign*"



Why a Regional Focus in 2002?

- Test new concepts before committing a large amount of resources
- Concentrate on areas of the state in 2002 where California 5 a Day is most active
- Enable us to effectively chart a new course
- Enable us to perform stronger evaluations which complement Campaign efforts as a whole

Recipe Cards

- Included with each semi-annual promotion and in each monthly event kit
- Quick, easy 5 A Day recipes
- Bilingual information
- Available in hard copy format, on CD-ROM and downloadable online

Statewide Semi-Annual Promotion Elements



Information Cards

- Included with each semi-annual promotion and in each monthly event kit
 - Tips for schoolage children
 - Healthy eating tips for families
 - Cooking and storage guidelines
- Available in hard copy format, on CD-ROM and downloadable online

Media and Public Relations Activities

- Statewide TV Advertisements
- Print Advertising in Retail Publications
- Public Service Announcements
- Press Releases/Press Events
 - Promoting statewide and local activities
 - Announcing research and evaluation studies
- Support of National 5 A Day Events
- Media Tours/Radio Announcements

+/- \$5.1 Million

Redesigned POS Signage

- Metal Hardware (60" high)
- Easy to Assemble
- Permanent/Mobile
- Versatile
- Professional design
 - 2 information card holders
 - 1 moisture-resistant poster
 - 3 recipe cards
- Collaborating with PBH to test for nationwide implementation



Regional Semi-Annual Promotion Elements



Radio Remote Broadcasts

- Local radio stations
- Bilingual
- Collaborate with partners
- Giveaways with Prize Wheel
- Tip Sheets
- Radio Announcements during local 5 A Day activities
- In-store advertising

In addition to the statewide components, the three regions will participate in testing and evaluating the following....

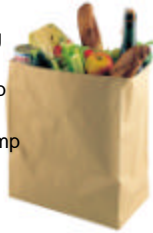
In-Store Food Demonstrations

- Collaborate with partners to help defray costs
- Easy, inexpensive recipes
- Tip sheets
- Balloons and cashier buttons
- 5 A Day "Goodie Bags"
 - key chain
 - pen
 - notepad
 - cookbooklet
- Food donations to local food banks containing food stamp benefit information



Why Food Donations?

- Target the neediest low-income Californians
- Explore partnership opportunities with food banks for the benefit of increasing awareness of assistance programs
- Increase awareness of the Food Stamp Program
- Increase participation rates of food stamp recipients



Monthly Event Kits

Draft Schedule

January	National Soup Month
February	Black History Month
March	National Nutrition Month
April	Cancer Control Month
May	National Salad Month
June	National Fruit and Vegetable Month
July	National Picnic Month
August	National Sandwich Month
September	Hispanic Heritage Month
October	Child Health Month
November	American Indian Heritage Month
December	?

Monthly Event Kits

Scheduled to **Pilot Test**
statewide in September 2002

Monthly Event Kits

- Will be promoted in coordination with other statewide 5 A Day public relations activities
- Available by request to retailers
- Retailers can choose to participate in selected monthly events or in all
- Sample items downloadable online. Kit may be ordered online
- Scheduled to pilot test in September to gauge effectiveness, feasibility and value of kit contents
- Will be promoted online and linked with PBH activities

Monthly Event Kits

- Offer customers additional health and produce information in addition to statewide promotions
 - Collaborating with PBH beginning with January's National Soup Month
 - Coordinating participation from commodity boards
- Prepackaged envelope will contain:
 - Poster
 - Educational materials and information cards
 - Recipe cards
 - Other collateral

Web Page

Scheduled to Launch in
April 2002

Web Page

Current Site



Community Resource Kit

- “How to Work with Retailers” guide for 5 A Day community partners
- Ideas for retail activities
- Tips
- Camera-ready artwork
- Evaluation data
- Distribute to LIA’s and lead agencies
- Tentative release date: December 2002

Web Page



Add:

- Partner links
- Research data
- Calendar of events
- Recipes
- Advertising text, art
- Materials
- Ordering information
- Posting Room/Q&A Forum
- Aboutproduce.com

CD-ROM

- Revise current “Tools of the Trade” CD-ROM
- Expand information and artwork choices
- Include advertisements, slogans, artwork, photographs, POS and event kit components that can be used at the store level
- Offer features specific to the needs of California retailers
- Preview of CD-ROM features provided online
- Ordering available online

Promotional/Resource Materials



Sales Kits

- For individuals or organizations interested in becoming involved with the retail program
- Describe 5 A Day, and explain each targeted campaign
- Specific to interests of retailers
- Offer partnership ideas
- Sample retail materials
- Calendar of events for current year
- Available online

Food Demonstration Training

- Instruction manual and PowerPoint presentation
- Educate demonstrators about 5 A Day
- Onsite reference tool to improve message delivery
- Demonstration tip sheets and key messages
- Available online as presentation



Produce for Better Health Foundation

- National events
 - 5 A Day Week
 - Eat Like a Champion
- CD-ROM with NCI
- Monthly event kits
- Public relations
- New partnerships
 - National Gardening Association
- Referrals



Tip Sheets

- Full page sheet provides general health information and quick meal solutions
- Develop for public relations and media events like radio remotes, food demonstrations, statewide activities and media tours
- Downloadable online

Other California 5 a Day Campaigns

- Latino 5 a Day
 - 1 statewide 4-week media tour
 - 3 regional 4-week media tours
 - Bilingual promotions and local events
 - Promotions with neighborhood markets
- Children's 5 a Day Power Play!
 - 3 regional media tours
 - Local events
- Pre-K Plus Active Play!
- Worksite Program

Partnerships



Growers & Commodity Boards

- Food demonstrations
- Radio retail remotes
- Collateral design and distribution
- Food donations
- Statewide events
(tent: state fair)



Retailers

- Food demonstrations
- Radio retail remotes
- Food donations
- POS materials
- National 5 A Day events



Planned: Expanded Retail Survey

- Will incorporate new evaluation components for 2002
- Measure retail activities in collaboration with California 5 a Day activities
- Administered to store managers in combination with store sales and food stamp participation data
- Will evaluate the effect of 5 A Day activities on produce sales and food stamp participation
- Developing components of survey in 2002

Evaluation Activities



Planned: Shopper Survey

- Administered to store customers at the point of purchase
- Evaluates 5 A Day retail activities and awareness of the 5 A Day message
- Used to gauge success of 5 A Day messages and retail strategies
- Incorporating into 2002 activities

Current Retail Exit Survey

- Administered to store managers at the conclusion of each promotion
- Evaluates 5 A Day retail activities and solicits feedback for future promotions
- Used to make changes to Campaign
- Refining questions in 2002

Communication

How will we keep everyone informed about our progress and activities?

- Quarterly e-mail updates to Board
- Communication with National 5 A Day staff and National Retail Advisory Board
- Online updates (launch April, 2002)
- Semi-annual board meetings with minutes



What's on the Horizon for 2003?

- Enhanced relationships
- Added-value partnerships
- Diffuse 5 A Day throughout the store
 - frozen food, canned fruit and vegetable aisles
 - checkout stand
- Provide additional POS components
 - additional materials (i.e., floor and glass door graphics)
- Advertising and direct mail partnerships
- Materials targeted to educating store personnel
- Merchandising partnerships



Any Questions?